

# The August Sale of White

## Silk and Lingerie Blouses



### Lingerie Blouses

- \$1.29** Voile and striped tissue in regulation and surplice tie-on models.
- \$1.69** French voile and novelty and plain dimity in tailored and lace trimmed effects. Long and short sleeves, all-over eyelet batiste with Peter Pan collar.
- \$2.59** French voile regulation and overblouses trimmed with real filet, Venice, and Val. laces. Also tailored models in striped and plain crepe de chine, pongee and net.
- \$3.69** Georgette crepes and semi-handmade batistes trimmed with Val. and real filet laces. Peter Pan and square necks.
- \$4.39** Crepe de chine regulation and tie-on models. French voiles trimmed with real filet. Georgette overblouses and regulation effects. Peter Pan, Tuxedo and roll collars. Two illustrated. (A and B).
- Colors in the assortment: Flesh, white and natural pongee. Also striped effects. Sizes 34 to 46.

Macy's—Third Floor, 34th Street.



## Children's and Misses' Lingerie

### Night Gowns

- 44c** Flesh and white nainsook. Kimono sleeves, square neck, trimmed with colored stitching. Sizes 4 to 14 years.
- 84c** Pink batiste with square neck and empire effect. Trimmed with blue stitching. Sizes 4 to 18.
- \$1.19** Little Billie Pajamas of pink batiste. Square neck. Empire effect, finished with blue stitching. Drop seat. Sizes 4 to 18. Illustrated (A).

### Drawers

- 29c** Knickerbocker models trimmed with embroidery or lace and feather stitching. Sizes 2 to 12.
- 44c** Knickerbocker styles of muslin finished with beading and dainty embroidery ruffle. Sizes 2 to 14.
- 69c** Several styles in knickerbocker drawers with embroidery insertion and lace edging. Some models have beading and lace or embroidery edges. Sizes 2 to 14. One illustrated (B).

### Princess Slips

- 84c** A variety of dainty models trimmed with lace and embroidery both top and bottom. Sizes 4 to 16.
- \$1.19** Good quality batiste trimmed with lace and embroidery. Pointed ruffle effects. Sizes 6 to 16. Illustrated (C).
- \$1.59** Good quality nainsook trimmed with lace and embroidery medallions, ribbon run beading and embroidery flouncing. Sizes 6 to 16.

Macy's—Third Floor, 35th St., Rear.



### Blouses

#### In the Misses' Own Section

- \$1.69** Tailored blouses of batiste and white striped voile in Peter Pan style with short sleeves. Tuxedo model with long sleeves.
- \$2.59** Tailored dimity blouses with Peter Pan collars finished with pleatings of self material. Long sleeves. Sizes 14 to 20 years.

Macy's—Third Floor, Centre.

## Including Fashionable Lingerie for Every Occasion

Perfectly fitting, well shaped underthings to give to each costume the proper effect. Lacy silk and muslin lingerie to wear under sheer blouses and dresses. Negligee garments, dainty blouses and kiddies' underclothes. Every piece has been selected for its style as well as for its excellent quality, and every price is below our usual "Lowest-in-the-City Price."

### Underthings That Show Through



### Daintiest of French Lingerie

#### Straight Chemises

- \$1.39** Strap model with ribbon run casing and hand embroidery design. One illustrated. (C)
- \$1.79** 1,200 pieces. Regulation shoulders, trimmed with scallops and embroidery.
- \$2.24** Strap and regulation models. 2 styles. Ribbon run casings and scalloped edges.
- \$2.79** Seven styles. Trimmed with scallops and solid embroidery. Regulation shoulders. One illustrated. (D)
- Other models at \$3.79, \$4.49, \$4.79, \$5.74, \$7.44 up to \$12.74. Elaborately trimmed with lace and exquisite embroidery.

#### Envelope Chemises and Combinations

- \$2.49** 590 unlaundered Envelope Chemises with regulation shoulders. Trimmed top and bottom with scallops and hand embroidery.

- \$2.79** Envelope Chemises, semi-empire effects with regulation shoulders. Embroidered and scalloped. One illustrated. (F)
- Better Envelope Chemises at \$3.49, \$3.79 and \$4.79. Strap and regulation models trimmed with scallops, fine embroidery designs and shirrings. One at \$3.79 illustrated. (E)
- \$3.79** Combinations with scalloped tops and bottoms. Embroidery design at neck. Unlaundered.
- More elaborate lace and embroidery trimmed combinations at \$5.74, \$7.74, \$8.74 up to \$16.74.

#### Camisoles and Corset Covers

- \$4.49** Camisoles trimmed with Val. lace and embroidered scallops. Open in front.
- \$4.74** Camisoles, slip over model, trimmed with bands of imitation filet. Ribbon straps. One illustrated. (B)
- \$1.39** Corset Covers trimmed with eyelet embroidery designs and scallops. One illustrated. (A)
- Corset Covers of better quality—\$1.79, \$2.24, \$2.44. Laundered—\$2.79, \$3.49, \$3.79 and \$5.74.

### Softest Silk Lingerie

#### Envelope Chemises

- \$1.79** Crepe de chine trimmed with laces. Georgette crepe bodice top effects. 8 styles. One regulation model.
- \$2.69** In crepe de chine and satin styles. Armhole and strap effects. Tailored model in radium. Trimmed with elaborate designs in Georgette crepe and Val. lace, tucks and shirrings. One illustrated. (B)
- \$5.74** Crepe de chine and specially fine quality radium. Tailored and lace trimmed.

#### Camisoles

- \$1.79** Satin armhole and strap models. Tailored effects and lace trimmed styles.
- \$2.24** Radium and satin trimmed with real filet, Georgette crepe, etc. Strap and armhole styles. Illustrated (A).
- \$2.79** Radium silk trimmed with real filet. Strap model.
- \$3.24** Radium silk elaborately trimmed with wide lace, ribbon and rosebuds.

Macy's—Third Floor, Rear.



## Lingerie That "Sets" The Fashion

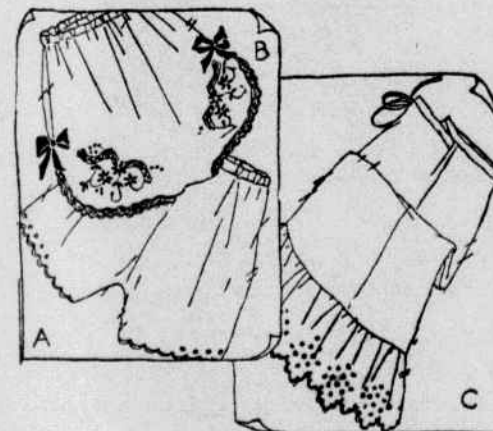
### French Petticoats and Drawers

#### Petticoats

- \$1.79** Heavy muslin sport skirts with hand scalloped edge.
- \$2.24** Heavy muslin with scalloped and embroidered ruffle. One illustrated. (C)
- \$2.79** Scalloped and embroidered models.
- Straight and ruffled models with scallops and embroidery at \$3.24, \$4.79 to \$6.74.
- Knee length petticoats, \$1.79 to \$5.74. Trimmed with scallops, French knots, eyelets and solid embroidery. Ruffles and straight effects.

#### Drawers

- \$1.79** Scalloped edge and elastic top. Also open models with plain tops and scalloped and embroidery edges. One illustrated. (A)
- \$2.24** Trimmed with scallops and embroidery. Scalloped ruffle.
- \$2.79** Trimmed with scallops and embroidery. Ruffled or plain edges.
- \$3.79** 3 styles in Step-in Drawers with novelty scallops and embroidery.
- \$4.79** Lace and embroidery trimmed Step-in Drawers. One illustrated. (B)



### Silk Vests and Step-in Drawers

#### Vests

- \$1.74** Crepe de chine tailored and lace trimmed models.
- \$2.79** Trouseau crepe and radium silk models, tailored. One illustrated (A).
- \$3.79** Radium silk trimmed with real filet. One illustrated (B).

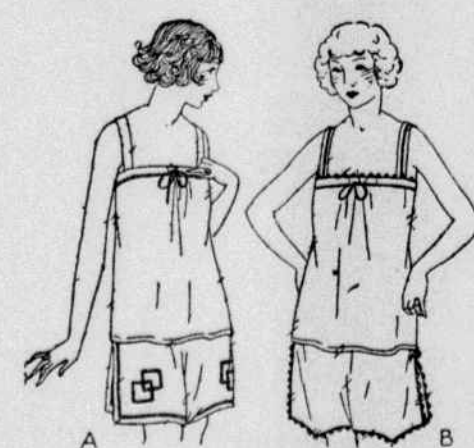
#### Step-in Drawers

- \$2.79** Radium in tailored model. Crepe de chine is lace trimmed with corner design. Elastic top. One illustrated (A).
- \$3.79** Radium model trimmed with real filet. Illustrated (B).
- \$1.74** Crepe de chine, tailored, lace trimmed.

#### Silk Bloomers

- \$2.69** Pink or white satin and crepe de chine. Tailored and Val. lace trimmed. Double and single elastic.
- \$3.69** Trouseau crepe in tailored and lace trimmed models. Double and single elastic.
- \$4.69** Elaborately lace trimmed crepe de chine models.

Macy's—Third Floor, Rear.



## Lingerie for Negligee



### French Night Gowns

- \$2.79** Unlaundered, hand embroidered models with round necks, yoke backs and ribbon run eyelets. One illustrated (A).
- \$3.79** Unlaundered, hand embroidered styles. Square, V and round necks. Solid and eyelet work.
- \$4.49** Round and square neck models with scallops and solid and eyelet embroidery designs. Unlaundered.
- \$4.79** Round and V necks. Dainty hand embroidery and ribbon trimming. Set-in sleeves.
- Better gowns at \$5.74, \$6.74, \$7.74, up to \$18.74. Elaborate embroidery and fine lace designs. One illustrated at \$8.74 (B).

Macy's—Third Floor, Rear.



### Silk Night Gowns

- \$3.59** Tailored and lace trimmed models. Some styles have sleeves, others are sleeveless. Surplice effects.
- \$4.69** Tailored and lace trimmed styles. Bodice tops. Radium silk and crepe de chine. Tailored models have hemstitched designs. Two illustrated.
- \$7.44** Radium silk in pink, blue or orchid. Surplice and strap models. Trimmed with real filet, tucks and hemstitching.
- \$8.74** Specially fine quality radium silk. Tailored sleeveless model.

Macy's—Third Floor, Rear.

### Muslin Night Gowns

- \$1.29** Fine quality batiste. Round neck, hemstitched top, sleeveless. Flesh and white models with round necks or surplice effects. Hemstitching and hand embroidery. Flesh and white cotton crepes with ribbon run casings. Semi-Empire effects.
- \$1.69** Flesh and white nainsook and batiste. Trimmed with lace, embroidery, hemstitching and crocheted lace. Round, square and V necks. Dainty Empire effects with satin-surplice top. Also pink with hand embroidery.

Macy's—Third Floor, Rear.



### Breakfast Coats

- \$1.24** 600 breakfast coats made of serpentine crepe. Flounce put on with cording. Two pockets and belt of self material. In rose, Copenhagen, pink, lavender, wistaria and light blue.
- \$2.24** 454 breakfast coats of good quality dotted swiss with ruchings of self material used as trimming around the neck, down the front, around the sleeves and the hem. Flounce put on with cording. Attractive pointed pockets finished with ruching and ribbon rosette. White only. Illustrated.

Sizes 34 to 44

Macy's—Third Floor, 34th Street.

**R. H. Macy & Co.**  
Herald Square Inc. New York

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